

## ABSTRACT OF THE DISCLOSURE

A coding unit generates a code of each frame of a moving image. A first verification unit calculates a first code quantity predicted to be stored in a buffer if the code were to be supplied to the buffer in a virtual decoding apparatus by a first bit rate. A second verification unit calculates a second code quantity predicted to be stored in the buffer and a change rate of the second code quantity if the code were to be supplied to the buffer in the virtual decoding apparatus by a second bit rate lower than the first bit rate. A control unit changes a coding bit rate of said coding unit based on the first code quantity, the second code quantity, and the change rate.